

# Publicity Request

DCFA Marketing Division, Bldg. 681, Rm. 202,  
West Point, 938-4690/5250/8186/8185, [www.usma.edu/dcfa](http://www.usma.edu/dcfa)

## Marketing Division Only

REQUEST NUMBER: \_\_\_\_\_ DESIGNER: \_\_\_\_\_  
DATE RECEIVED: \_\_\_\_\_ DATE COMPLETED: \_\_\_\_\_

## To successfully request publicity from DCFA Marketing Division

- ◆ If your request contains a lot of text, we ask that you submit it on a disk or e-mail.
- ◆ One event/activity per request form please.
- ◆ Submit a copy of your Print Requisition Form (USMA FORM 1-20)\* with this request, if applicable.
- ◆ Attach any additional information that may help i.e. rough sketch, etc.

## Activity Information

REQUESTING ACTIVITY: \_\_\_\_\_ POC: \_\_\_\_\_  
REQUEST DATE: \_\_\_\_\_ DUE DATE: \_\_\_\_\_ MANAGER'S SIGNATURE: \_\_\_\_\_  
PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ BUILDING ADDRESS: \_\_\_\_\_

## Publicity Options

(Please (x) all boxes that apply)

### ☐ Flyers

All flyers are distributed through Post Distribution, Post Exchange (PX), Commissary, Five Star Inn, CRD Admin, ITR and Round Pond.

*(Allow 8 working days prior to the date the item must be submitted for publication.)*

### ☐ Table Tent Cards

Quantity: \_\_\_\_\_

*(Allow eight (8) working days)*

### ☐ Tickets

Quantity: \_\_\_\_\_

*(Allow ten (10) working days prior to selling of tickets)*

### ☐ Menu

Quantity: \_\_\_\_\_

*(Allow 25 working days prior to implementation date)*

### ☐ Brochure

Quantity: \_\_\_\_\_

*(Allow thirty (30) working days, depending upon length and concept, plus, up to two (2) weeks at printer)*

### ☐ E-mail

- ☐ General Academy      ☐ Community Bulletin Board  
☐ Official Cadet Bulletin Board

### ☐ Web Page

New Page - Allow fifteen (15) days  
Updates - Allow three (3) days

### ☐ Posters (Maximum quantity is four (4))

Quantity: \_\_\_\_\_

Size: ☐ 35" x 46"      ☐ 23" x 31"  
☐ 17" x 23"      ☐ 12" x 16"

Lamination: Maximum size 23" x 31"

*(Allow 8 working days)*

### ☐ Monthly Calendar/Newsletter

Quantity: \_\_\_\_\_

*(Two (2) weeks prior to publication. WPC has established due dates)*

☐ Surveys *(Five (5) to twenty five (25) working days)*

☐ Opinion Meter *(Fourteen (14) working days)*

☐ Sponsorship *(Six (6) Months, Minimum, Category B&C activities only)*

☐ Advertising *(Six (6) Months, Minimum)*

☐ Special Events *(Ten (10) Months, Minimum)*

☐ CFSC Feedback *(Two (2) Months)*

☐ Photography *(Three (3) working days)*

☐ Logo *(Fifteen (15) working days)*

Publicity information can be e-mailed to us in the form of an attached Microsoft Word Document or typed and mailed to the address above. Make sure you have addressed the following topics: What, Where, When, Time, Registration location/Deadline, Eligibility Requirements, Purpose, Theme, and Point of Contact.

\*If you need assistance filling out a Print Requisition Form, call the Print Plant 938-3760.

Publicity must be approved by the requesting activity before publication.